

PARKER  
PEN

# SHOP TALKER

13 June 1977

for  
Parker Pen  
Employees

Issue 838

From a Corporate DataBank of 30,000 leading U. S. corporations, News Front magazine came up with its latest computerized analysis of the 1,000 top performing manufacturers of the mid-seventies. The list included The Parker Pen Company which, among 21 corporations in the "Miscellaneous Manufacturing" category, was rated sixth based on 35 percent improvement in stockholder equity, 19 percent rise in sales, and 25 percent increase in net income. Information contained in the article was based on a comparison of 1973 results with those of 1975.

More than 1,600 people attended Norm Thompson's Fifth Annual Fishing Clinic on May 21. Featured were films on fishing, casting tips by Champion Steve Rajeff, advice from experts on the selection of new equipment, and the fly-tying skills of Eliot Nelson. As well, local fishing guides demonstrated filleting of steelhead and salmon, and samples cooked on NT's Shikari grill were available to the crowd.

Norm Thompson's PR department reports that newspaper clippings are being received which show President Jimmy Carter holding a Welsh miner's lamp identical to those sold by NT. The President was presented with the lamp when he was in England a few weeks ago.

New duties as Court Street Receptionist/Tour Coordinator have been assumed by DOROTHY THOMAS (Data Processing), who transferred on June 6 from Financial to the Executive Division's Public Affairs department. In her new capacity, she will report to EVELYN MEVIS (Public Affairs Assistant).

Manufacturing Division visitors are ISMAEL POLONIO (Factory Superintendent) of Parker Pen Do Brasil, who arrived June 11 for a two-week stay, and JEAN DELEPLANQUE (Director/Technical Operations), Parker France, who arrived here yesterday for a visit of one week.

In 1966 while a junior in high school, John Broski of Kansas City purchased a Parker Jotter. After graduation from college, he continued to use it daily at American Chair Rental Company until, one day, he left his Jotter at home:

"So what? most people would say. So it was awful! All day at work I cursed the blotchy, uneven lines that smeared all over order sheets and sales tickets. And then it suddenly occurred to me how I had taken this wonderful product of yours so much for granted. ... Congratulations to you, and a sincere vote of thanks."

## PEOPLE TALK

Thursday, June 30, will be retirement day for ROBERT DALY (Gold Nib) who has been with Parker 43 years and 10 months.

A report submitted recently by ROBERT FANELLA (Vice President/Research) to the Janesville Planning Commission recommended zoning changes aimed at revitalizing the downtown area. The Downtown Zoning Concept Committee, of which Fanella was chairman, also included Margaret Johnejack, wife of ROBERT JOHNEJACK (Supervisor, Design Drafting Section).

PARKER  
PEN

# SHOPTALKER

16 May 1977

for  
Parker Pen  
Employees

Issue 834

Formation of a combined Marketing, Manufacturing and Research Task Force to spearhead development of new writing instruments for U. S. markets has been announced by BILL SWANSON (Executive Vice President). The "Project Phoenix" group consists of GENE SMITH (Market Manager), Domestic Marketing; PAUL CULP (Assistant Director), International Marketing; LLOYD HORN-BOSTEL (Manager, Manufacturing Engineering), Manufacturing; GERALD HEROLD (Chief, Physical Lab), Research; RUSS FRENCH (Manager), Premium Marketing; and PHIL RITZ (Northern Division Manager), Domestic Marketing. The latter is chairman of "Project Phoenix."

COLLEEN ADAMANY (Final Assembly) is "Miss Penette of 1977." An annual event at Parker, the contest to select the company's official hostess took place last Thursday with some 20 candidates vying for the honor. Judges for the '77 event were DON CARSON (Director of Taxes), BOB COLLINS (General Attorney and Assistant Secretary), "Miss Penette of 1976" ELAINE DOHERTY (Domestic Marketing), LLOYD HORNBOSTEL (Manager, Manufacturing Engineering), and ANNE NAESER (Supervisor, Record Center, Archives and Microfilm). Members of the Court of Honor are:

JO ANN BRUEGGER (Domestic Marketing)  
CAROLYN HARRIS (Engineering)  
EARLIE HODGES (International Marketing)  
LINDA HUFFMAN (Corp. Mfg. Services)  
MARY JANE JOHNSON (Service)  
JUNE LOERTSCHER (Gold Nib)

LUCY OLSON (Research)  
PATTY PASCHKE (Financial)  
MARY JO PELZMAN (Final)  
CHARLOTTE PHILLIPS (Gold Nib)  
JUDI SIMON (Final Assembly)  
JANICE WHITE (Screw Machines)

For some 17 years, the Penette tour program has been directed by GERI DAWDY (Public Affairs).

In a promotion within the Division, JOYCE ARCHER (Secretary B) today became Product Administrator for Domestic Marketing. In addition to monitoring activities related to products, she will be responsible for implementation of the Marketing Release program. She will continue to report to BILL JUDD (Marketing Planning Manager).

What would you do with a Pen Parker? "Shoptalker" will present to the person coming up with the most unusual or marketable use a pewter Colonial Standish with 75 Americana pen. Four runners-up will receive a Pen Parker. The ad hoc contest will be judged by a panel composed of DAVE GRIF-FITHS (Senior Market Manager), ED LITTLE (Promotional Materials Manager) and IGOR MAMANTOV (Market Manager). Entries must be in by June 6. No samples, please -- a drawing or description addressed to "Shoptalker" will do.

## SHOPTALKER

Last work day at Parker for HOWARD WOLLIN (Gold Nib) will be June 1. His retirement will be effective June 30 after 35 years, 11 months with the company.

BOB COLLINS (Legal) was unanimously voted by the Janesville Board of Education to serve as its president during the 1977-78 school year. This will be his tenth consecutive term in the office.

PARKER  
PEN

# SHOPTALKER

27 June 1977

for  
Parker Pen  
Employees

Issue 840

Construction of a new 40,000 sq. ft. building to be located on Janesville's east side has been announced by the Sintered Specialties Division of Panoramic Corporation. The new building, to be constructed of steel with masonry trim, will support continuation of the division's growth by doubling the amount of space available at its present location on Riverside Street. Target date for occupying the new premises is early 1978.

Sintered Specialties, established in 1963, makes powder metal products and pneumatic control devices, applications of which involve pollution reduction, acoustics, corrosion resistance, and safety features for automotive and other industries.

Following on the heels of the above announcement, vital statistics on a new building to be constructed by Garrick Company were released by PHIL HULL (Vice President/Manufacturing and Facilities), who indicated the 41,000 sq. ft. facility will be erected on a six-acre site in a suburb of Dallas. When the prefabricated masonry building is completed early next year, it will consolidate Garrick operations now being carried on at seven different locations. The company was acquired by Parker in 1972.

In the traditional setting of the Janesville Country Club, COLLEEN ADAMANY (Final Assembly) last Thursday evening officially began her reign as "Miss Penette of 1977." Acting as master of ceremonies, JOHN DAWDY (Retired) recapped the program's history for the Penettes, supervisors and contest judges attending the event. After receiving from '76 title holder ELAINE DOHERTY (Domestic Marketing) the symbol of office -- a large pen engraved with the names of 26 previous holders of the honor -- the new "Miss Penette" was presented with a spray of American Beauty roses from CARL E. PRIEST (Director) and a cash award of \$250.

"Mr. Rooney Goes to Work," a CBS documentary to be aired Tuesday, July 5, from 7-8 p.m. CDT, will include footage taken last year at Arrow Park. According to advance information received from the network, its saga of the American worker in the age of industrialization will contain a one-minute segment showing final assembly operations at Parker. For those who want to tune in, CBS affiliates in this area are Channels 3 (Madison), 23 (Rockford) and 12 (Milwaukee). Check local listings, however, to confirm date and time.

LOIS DECKER joined the Domestic Marketing Division on Monday, June 20, as secretary to BILL JUDD (Marketing Planning Manager).

## PEOPLE TALK

HELEN MICHAEL (Shipping), whose last work day here will be June 30, will retire officially on July 31 after 30 years and 10 months with Parker.

MARION SCHUMACHER (Domestic Marketing), CPS, has been installed as the new President of the SWANI Chapter of the National Secretaries Association (International). Also installed from Parker were GEN JOYCE and LAURA SCHULTZ (Domestic Marketing), the former as Corresponding Secretary, the latter as Board Contact.

PARKER  
PEN

# SHOPTALKER

25 July 1977

for  
Parker Pen  
Employees

Issue 843

An Energy Council whose main function will be to plan and generate energy-saving opportunities has been formed at Parker. Composed of representatives of management and the work force, the joint council is thought to be a forerunner of other company-employee efforts to utilize fuel and electricity most effectively. "Energy banking will not only help us maintain competitive position in the market place," said PHILIP HULL (Vice President/Manufacturing and Facilities), who earlier this year was appointed energy coordinator for Parker's world-wide manufacturing operations, "it will conserve resources for the future. It is Parker's way of sharing with industry in general, as well as with friends and neighbors."

Serving on the Council with Hull are MARSHALL CLOUSE (Plastics), for the URW; ROBERT LOGTERMAN (Toolroom) for the Machinists; JANE BATTERMAN (Research) and MARION KUEHNE (Financial) for non-exempt employees. From the exempt employee group, MARION HILL (Personnel), HARRIETTE WECKERLY (Industrial Relations), and LLOYD HORNBOSTEL (Manufacturing). The latter will act as Council chairman.

"Project Phoenix," formed three months ago to spearhead a new product development for the U. S. market, is on schedule according to Task Force Chairman PHIL RITZ (Northern Division Manager), who said a joint Manufacturing-Research-Marketing group has been named to coordinate development and manufacturing phases of the project. In addition to Ritz, who represents Marketing, they are FRANK MEINHARDT (Director of Product Engineering), for Research; and LLOYD HORNBOSTEL (Manager, Manufacturing Engineering), for Manufacturing.

The appointment of DAVID S. BAUM as Assistant to the President was announced last week by BILL SWANSON, to whom he will report. Prior to joining Parker, Baum held financial planning and control positions with Borg-Warner Corporation.

DENNIS ZELENY began work on July 16 as Labor Relations Administrator in the Manufacturing Division's Industrial Relations Department, where he reports to GEORGE SCHUSTER (Manager, Industrial Relations).

Formerly a "temp" in Test Run Engineering and Fabricating, WARREN SCHWADER on July 16 was promoted to Machinist Helper. He reports to JOHN PIEKARSKI (Manager, Test Run Engineering and Fabricating).

## PEOPLE TALK

ALFRED DIOTTE (Executive Vice President/Administration) has been named Honorary Chairman of the Salvation Army's campaign to raise \$425,000 for a new community center. Also involved are C. E. ZINSMASTER (Vice President/Corporate Planning), who is assisting with financial aspects, and MATT GREEN (Creative Services Manager), who designed promotional literature for the campaign which is now underway. The organization has served Janesville and the area for 92 years. It hopes to occupy the 18,000 sq. ft. facility sometime during 1978.

PARKER  
PEN

# SHOP TALKER

1 August 1977

for  
Parker Pen  
Employees

Issue 844

Christmas Sales Meetings held consecutively on two coasts zeroed in on the fundamentals of clerk training, buyer persuasion and counter merchandising, as well as on products, promotions and advertising to be featured in the months ahead. Keynoter of the meetings at Gleneden, Oregon, and Pinehurst, North Carolina, was RICHARD HOLZNECHT (Vice President/U. S. Marketing and Public Affairs), who set the stage for the selling period's theme, "There are Pens: Then There is Parker!"

At both east and west meetings, the field sales force had opportunity to meet Parker's new president, BILL SWANSON, whose brief closing remarks stressed the Account Manager's importance to the corporation's strength as a whole.

The Janesville traveling team consisted of JOHN GEARY, BILL JUDD, MATT GREEN and MIKE MUELLER. Meeting managers were DAVE GRIFFITHS for the Northern and Western divisions which met July 25-27, and GENE SMITH for the Eastern and Southern meeting which followed on July 28-30. All are from Domestic Marketing.

Product development and manufacturing teams for "Project Phoenix" have been announced by PHILIP HULL (Vice President/Manufacturing and Facilities) and ROBERT FANELLA (Vice President/Research) as follows: For Manufacturing, LLOYD HORNBOSTEL, Chairman; JIM KUKUK, BILL FANNING, EARNIE ELLIS, BILL PAYNE, MARTY RACKOW, ERNEST WOODCOCK and BILL HOFFMAN. For Research, FRANK MEINHARDT, Chairman; RICH ROBERTS, FORREST BECK, BOB JOHNEJACK, MARTY WACHA, HARLEY JUNG, BILL HETRICK and CLEM SONNTAG.

NANCY PETERSON joined the Premium Products Division on July 20. She reports to RUSS FRENCH (Premium Products Manager).

An Indianapolis man charged with abduction, extortion and armed robbery claims that, for four months before he picked up the gun, he could not write. Two court-appointed psychiatrists are now trying to figure out what Anthony Kiritsis meant by his statement, since he refused to provide any details.

## PEOPLE TALK

During July, 40-year Service pins went to JOHN DOHENY, ELMER GLYNN, DOROTHY KERL (Manufacturing), and JANETTE ROWLAND (Shipping). Recipients of 35-year pins were MARY KRESSEL (Metals), JOSEPH GALAUNER (Final), PAUL LOCAST (Molding), CLEMENT TREAT (Metals), and MARY VAN GALDER (Gold Nib). RUTH HANTKE (IMD) and WILLIAM JUDD (Domestic Marketing received 25-year pins in July.

MARC ALPORT (Vice President/Merchandising Manager) of Norm Thompson was in New York City when lights, elevators and everything else powered by electricity went out a couple of weeks ago. An inveterate jogger, Alport decided to fulfill his daily exercise quota by running down 27 floors to the lobby, and back up again to his room. It was then he discovered there was no water for a shower.



PARKER  
PEN

# SHOPTALKER

16 August 1977

for  
Parker Pen  
Employees

Issue 846

An announcement today by GEORGE PARKER stated that RICHARD HOLZNECHT (Vice President/U. S. Marketing and Public Affairs) has been named Vice President-Corporate Relations and a member of the Corporate Management Group, and that responsibilities for the North American marketing function will be assumed by WILLI SIEBERGER (President/Parker Pen G.m.b.H.).

In making the announcement, Mr. Parker observed that since 1967 the company has grown from \$50 million to \$350 million in sales, and that "Dick Holznecht was instrumental in playing a major role in that growth, as he held two offices through most of the period." He added that a major corporation of Parker's size demands that world-wide public affairs and North American marketing each receive full-time attention from a corporate officer.

Mr. Sieberger, who will relocate soon in Janesville, joined Parker in 1963. Prior to his Parker association, he served as international marketing manager for Koreska in Vienna.

In his capacity as a member of the Corporate Management Group, Mr. Holznecht will participate in overall planning and development for the company's world-wide operations.

Without schoolroom French to fall back on, what does a Parker Account Manager do about pronouncing names of various models in the new Place Vendôme line? Answer: He calls DAVE GRIFFITHS (Senior Market Manager) for a short course in phonetic pronunciation. After several such calls, Griffiths last week issued a bulletin to assist AM's as they introduce the exciting new products to the trade. Because the information might be of assistance here, as well as in the field, product pronunciations are repeated below:

Place Vendôme	plahs vahn-dome
Grain d'Orge	gren dorj
Ecorce	ay-course
Milleraies	mee-yer-ay

## PEOPLE TALK

With low score of 44, ANNE NAESER (Financial) and PERCY HANSON (Engineering) were declared winners of the Two-Ball Foursome event of August 10. Second place was taken by BETTY MILLER (Gold Nib) and JOHN CURTIS (Plant Services) with a score of 50, and third place with 52 went to GAYLE DOUGLAS (Research) and BILL CLOSE (General). The three top teams named will act as a committee for the 1978 event.

Last year when the list of September Service Anniversaries was drawn up, the name of FRAN GILBERTSON (Toolroom) somehow was omitted. The oversight was corrected this past week when Gilbertson, who began work as an apprentice in 1946, received his 30-year pin.

PARKER  
PEN

# SHOPTALKER

22 August 1977

for  
Parker Pen  
Employees

Issue 847

Christmas Sales Meeting after-burners: Parker writing instruments receiving emphasis during the upcoming months offer the one thing consumers still look for in a product -- value for the money. It is, in fact, the common denominator for 90 million prospects between the ages of 15 and 55 who can be induced to buy Parker products. Heading the value-filled assortment is Systemark, a year old star in the domestic line already responsible for more sales dollars in 12 months than anything else except the Jotter. Supplementing Systemark in various types of retail outlets are:

Parker 180. Enterprising AM's are linking the 180 to various items in the Systemark line ... to get a hot new product combo. There is nothing in the market as new and intriguing as the 180/Systemark duet.

Place Vendome. A jewelry line combining the elegance of French design with American technology, i.e., the Systemark floating ball refill, the Place Vendome will retail in silver at \$35, in gold at \$50.

The Queen Elizabeth pen. Selling fast, and strictly to select accounts, the QE pen is a limited edition collector's item made from brass salvaged from the sunken liner. It will retail at \$225, and the price includes a mahogany sea chest.

The Swinger. Hottest fashion sensation to hit Europe since the mini-skirt, the Swinger is available here at \$5 in a choice of seven colors. Comes complete with leather thong. Catching interest in stationers, department stores and mall specialty shops for back-to-schoolers.

Material from Parker's own "Reference Guide for Secretaries, Stenographers and Typists" has been incorporated in a monograph just released by South-Western Publishing Company, according to MARION HILL (Personnel Administrator), who coordinated the task force which produced the guide originally in 1970, and updated it last year. Other members of the task force were PHYLLIS ANDERSON (Management Information), DOLORES DILLEY (Manufacturing), ADELE JAÉGER (Research) and LEONA SCHMIDT (Financial). Parker was one of 207 companies which contributed to the monograph on transcription practices.

All five finalists in the recent "Miss Wisconsin Pageant," including new title-holder Jennifer Woychik, wrote to thank Parker for the Big Red pens received at the conclusion of the contest. Variously, they described the pen as a handy, useful, thoughtful, much appreciated gift.

## PEOPLE TALK

Citing increased traffic/travel time to and from the office as reason for the change, CARL E. PRIEST (Director) addressed the following note to the Mail Department here: "As of September 1, 1977, after forty-four years on Union Square and Post Street, I am requesting that all mail be sent to Box 33, 500 Summit Avenue, Mill Valley, CA 94941."

August 26 will be the last work day at Parker for JOHN FALK (Metals), whose retirement will become effective at the end of September. He has been with the company 36 years.

PARKER  
PEN

# SHOPTALKER

29 August 1977

for  
Parker Pen  
Employees

Issue 848

Elected last Friday to Parker's board of directors were E. WILLIAM SWANSON (President and Chief Operating Officer), and John K. Collings, Jr., Chairman and President of Aqua-Chem, a Milwaukee-based subsidiary of the Coca-Cola Company. The action brings the number of board members to 12.

Messrs. Swanson and Collings join NORMAN BYFORD, ALFRED P. DIOTTE, DUDLEY J. GODFREY, JR., BRUCE M. JEFFRIS, ROBERT V. KRIKORIAN, GEORGE PARKER, DANIEL PARKER, CARL E. PRIEST, HERMAN T. VAN MELL and DAVID G. WATROUS on the Parker board of directors.

A newly-created position, that of Director of Manufacturing, will be filled on September 1 by JAMES HULL who will be responsible for all Arrow Park, Graphics and Trent operations. He comes to Parker from the Medical Products Division of Litton Industries, where he served as Vice President of Manufacturing. James Hull will report to PHILIP HULL (Vice President/Manufacturing and Facilities). The two, incidentally, are not related.

Effective today, BARBARA FLETCHER was promoted within the Manufacturing Division to the position of Secretary to Mr. Philip Hull, who will be relocating his office from Arrow Park to Court Street.

Golden Arrow pins, awarded to Account Managers for milestone shipment levels, went to JIM WOOLLEY, JOHN AURELY and J. HAROLD SMITH of the Western Division, and to TERRY BOSE of the Northern Division, all of whom were honored at the recent Christmas Sales Meetings in Oregon. Woolley, who hit the \$5 million mark in June, became the 23rd Parker AM to reach that level, while the others attained the \$3 million plateau reached previously by 45 Parker Account Managers.

"Everything about down is up, including its price and its popularity in the world of fashion," claimed a recent issue of Advertising Age. Mentioned several times in the article was Norm Thompson Out-fitters, one of several retail/mail order firms which offer clothing and other products made from down. Down, of course, is the soft, shaftless fluff from the breasts of geese and ducks which is represented as 50 percent warmer than synthetic fibers.

Other facts the article brought up on down were: Clothing and camping supplies account for fully 50 percent of the entire down industry; it outlasts synthetics, since laundering actually increases bulk; and the U. S. has been importing 40-60 percent of its down from China.

## PEOPLE TALK

Service Awards in August went to ANNA KIRCHOFF (Service) who received her 40-year pin, and to EMILY MELAN (Domestic Marketing) who received her 25-year pin. Recipients of 35-year pins were FRED BEILHARZ and RICHARD PETERS (General), MICHAEL GILLESPIE (Screw Machines), JAMES GRIFFIN (Shipping), ROBERT JONES (Service), WILLIAM KLEMP (Molding), DEAN HACKBARTH, EDWARD HALLETT, GEORGE HEISE and CLARENCE MANZ (Manufacturing).



PARKER  
PEN

# SHOPTALKER

6 September 1977

for  
Parker Pen  
Employees

Issue 849

Systemark is getting additional impetus in leading department stores around the country where Mademoiselle's "On Location" clinics are being held. At each location, the magazine gives Imperial floating ball pens as door prizes along with an explanation of the product and mention that Systemark is available in the store's stationery department.

A total of 42 stores were involved in the program during August, and more are scheduled for September. According to MATT GREEN (Creative Services Manager), Parker's invitation to participate was extended through Mademoiselle's merchandising and promotional service to advertisers.

Some 764 visitors, all with advance reservations, toured Arrow Park during the months of June, July and August. Included were 224 students who, in connection with a Summer Manpower Program on High School Career Exploration, acquired an over-view of area industry. Seventeen other groups came from as far away as Greenville, Pennsylvania.

According to DOROTHY THOMAS (Tour Coordinator), approximately 3,000 visitors have taken the guided tour through Arrow Park in the past 12 months.

Recipients of Parker sterling Classic sets on July 28 were Frank Gifford, Bart Starr, Gale Sayers, Bill Willis and Forrest Gregg, all of whom were inducted into Football's "Hall of Fame." Said Account Manager JOHN SWANSON, who made the presentation, "They all liked them, since it is the only gift they receive during the four-day weekend. There were over one-half million people in Canton, Ohio, to see the big events, parade, game and enshrinement of the pro's in the Hall of Fame.

When the National Bicentennial-Tricentennial Time Capsule was sealed with appropriate fanfare on July 4 of this year, it included the first page of a visitors' register kept at the National Archives during a 76-hour vigil over the nation's basic documents which took place a year previously. The page was signed by executive office holders at the time -- President Gerald Ford, House Speaker Carl Albert, Chief Justice Warren Burger, Vice President Nelson Rockefeller and Secretary of State Henry Kissinger.

Along with the page from the register were the pens used by the above signers, and 788 microfilm pages of other signatures. Included also was an Archives publication about basic U. S. Documents, i.e., the Constitution, Declaration of Independence, etc. Appropriately, the publication's title was, "The Written Word Endures."

## PEOPLE TALK

During the Summer of '77: BARBARA BARR (Metals) spent four days in Nashville visiting "Opreyland" and the city's nightclubs before going on to St. Louis; DON CHURCHILL (Toolroom) and his family vacationed in South Dakota, saw the Corn Palace in Mitchell, Mount Rushmore, the Bad Lands and Black Hills; PHYLLIS ANDERSON (Financial) became a private pilot on June 26, passing the test at Rock County Airport in a Grumman American Traveler.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

12 September 1977

Issue 850

At a national sales meeting held last week in Toronto, Canadian AM's were given the green light to sell Systemark. The big news came some three and one-half years after Systemark was first performance-tested in Winnipeg as a prelude to U. S. introduction. Marketing strategy and materials which have evolved in this country will be employed in Canada. Also introduced at the meeting were the Place Vendome and Swinger lines, the Queen Elizabeth commemorative pen, and several new desk sets.

Janesville marketing people assisting HOWARD EGLI (Sales Manager) of Parker/Canada in presenting the new products and programs were BILL JUDD, IGOR MAMANTOV and BOB BOGACZ. Also in attendance was E. W. SWANSON (President) who, in his remarks to the group, acknowledged the Canadian operation's sales and profit contribution over the last several years.

During the July 1977-June 1978 fiscal year currently being observed by the Writing Instrument Manufacturers' Association, Parker people will chair the following committees: Employee Relations, E. H. SEIBERT (Vice President/Personnel); Government Relations, ALFRED DIOTTE (Executive Vice President Administration); International Trade Subcommittee, ROGER AXTELL (Vice President/International Marketing); Product Safety, FORREST BECK (Director of Technical Services), who also serves on the Test Methods Committee. Parker is represented on the Marketing Research and Statistical Committee by JIM MC CARTHY (Market Research Manager).

The roots of writing may go back even farther than 3100 B.C., a time archaeologists generally agree that writing first appeared in Mesopotamia. If the theory advanced recently by Denise Schmandt-Besserat, a French-born assistant professor of art at the University of Texas, is correct, the origins of writing may go back at least another 5,000 years.

An expert on the ancient uses of clay, archaeologist Schmandt-Besserat believes writing evolved from a sophisticated system of keeping records with clay tokens, which spread rapidly along the trade routes. The ancient recording system is still in use today in some parts of the Middle East.

## PEOPLE TALK

Last work day at Parker for LEONARD SYKES (Shipping) will be September 16. He will retire at the end of the month after 43 years and eight months with the company.

During the Summer of '77: RANDALL KLEFBOHM (Toolroom), accompanied by his wife and granddaughter, enjoyed the spectacular scenery of Yellowstone and the Grand Tetons; So did STAN BREIBY (Metals), who added the Canadian Rockies, Lake Louise and Banff to his itinerary; COLLEEN KLUG and CONNIE BENT (Financial) spent six thrilling days rafting a total of 270 miles down the Colorado River; and GERRY AMUNDSON (Legal) began a one-year term of service as a juror in United States District Court, Western District of Wisconsin.

PARKER  
PEN

# SHOPTALKER

19 September 1977

for  
Parker Pen  
Employees

Issue 851

An invitation by Norm Thompson to inspect its new offices and operations building drew a good-sized crowd last month when community open-house events were held. Representing the parent company from Janesville were Vice Presidents CLARENCE SCHAEFER (Finance), PETER TAUBER (Leisure Group), C. E. ZINSMASER (Corporate Planning), and PHILIP HULL (Manufacturing and Facilities). In commenting on the new facility in Portland's Science Park, Hull said that it was "designed from the ground up to support Norm Thompson's rapid growth and future needs."

Focal point of the building's entry area is Norm Thompson's slogan, "Escape From the Ordinary," executed in wood from many parts of the world to reflect both the outdoor and international nature of the firm's products. Each plaque varies as to size, shape, degree of relief and style of lettering, and the unique assemblage also incorporates the NT ram's head and Parker arrow symbols.

A reorganization of the Premium Marketing Division involving Janesville, field and Graphics personnel has been announced by RUSS FRENCH (Premium Marketing Manager), who indicated three field-based Senior Account Managers will replace the single role of field sales manager. The three are CLARENCE BEERS, DONALD MILLER and JOHN HANSEN who cover respectively the Western, Central and Northeastern regions. Announced simultaneously was the promotion of MARGE HILL to Coordinator of Field Services.

At Graphics in Fort Lauderdale, GWEN ADAMS was promoted to Assistant Trade Relations Manager. She reports to CHARLES NORRIS (Trade Relations Manager).

ROGER HEENAN on September 16 began work in the Research Division's Model Shop, where he reports to RON FREEMAN (Chief, Model Shop). Heenan formerly was with Prent Corp.

Distributor sales managers from Latin America on Friday concluded a three-day indoctrination visit here. During their stay, the nine visitors toured Arrow Park and Court Street, met Janesville personnel, and participated in concentrated sales-training sessions under the direction of LUIS MACHUCA (Latin America Region Sales Manager). En route to Janesville, several of the group stopped off in Fort Lauderdale to tour the Graphics operation.

At a dinner Wednesday night honoring the Latin American visitors, special guests were Messrs. BREWER, PAI and BOGGS, here from the Far East to take part in semi-annual Area Management meetings. In a surprise presentation, the latter received from ROGER AXTELL (Vice President/International Marketing) a Queen Elizabeth pen for his help in obtaining the metal from which the limited edition was made. As a matter of added interest, Boggs was boarding officer on several trips made by the R.M.S. Queen Elizabeth during WWII.

## PEOPLE TALK

Three Parker retirees took honors in last week's city senior golf tournament at Blackhawk. The event was won by RALPH PICKERING with an 18-hole score of 87, while TOM GAVIN tied for third in the Championship flight. LEIF STRANDLIE tied for third in "A" Flight competition.

PARKER  
PEN

# SHOP TALKER

for  
26 September 1977 Parker Pen  
Employees

Issue 852

This year, Parker will participate for the first time in Junior Achievement, the nation's oldest youth economic education program designed to teach high school students the principles of private enterprise by helping them run their own mini-businesses. During 1976-1977, its charter year here, some 250 students and nine companies took part in the Janesville JA program.

Heading the advisory team which will provide management, sales and production expertise for the Parker-sponsored JA company of approximately 20 students will be ED ARN (Director, Management Information). He will be assisted by LLOYD HORNBOSTEL (Manager, Manufacturing Engineering), DAVE GRIFFITHS (Senior Market Manager), and ROY SWANSON (Manufacturing Division Controller).

"Without a doubt, we were the most exciting part of the Pittsburgh Fashion Mart's Holiday Show," commented JOHN GEARY (National Sales Manager) upon his return from the September 18-20 event which attracted some 800 buyers of women's clothing and accessories. Geary, who credited the combination of an unusual new product and good booth position for pulling in several thousand dollars in Swinger business, said that fashion shows represent a completely new channel of distribution for Parker a "departure from where we historically sell our products." He was assisted in the venture by BAYARD RENNINGER (Manager, Distributor Sales).

It took one minute, 30 seconds to empty the Court Street office building according to Janesville firemen who monitored the drill which took place on September 16. The exercise in fire preparedness followed the development of a floor-by-floor plan, the selection of Fire Brigade wardens, searchers, etc., and the assignment of responsibilities for individuals involved in the program.

Evacuation of the Court Street premises followed by a couple of months a similar drill held at Arrow Park, during which the building was cleared in one minute, 53 seconds. In both cases, commendations were received from Fire Inspector Bill Carwardine who worked closely with JOHN CURTIS (Foreman, Janitors, Watchmen and Groundskeepers) and MARION HILL (Personnel Administrator) in developing the fire safety program for Parker.

Since it is football season, it seems apropos to mention the latest "Big Red" sound-alike brought to Parker's attention. He is Big Red III, a 250 lb. wild boar procured from Australia by the University of Arkansas Razorbacks. Unless Big Red III can be rounded up, however, his career as team mascot may be a bust. According to press reports, the boar escaped from his pen shortly after arrival and is now hiding out in a nearby swamp.

## PEOPLE TALK

During the Summer of '77: ROLLO PFEIFFER and son FRED (Toolroom) vacationed with their families in Colorado; TED WEYMOUTH (Metals) met his new grandson for the first time when his daughter and her husband came from Balgach, Switzerland, to spend a month here; CINDY HOLLOWAY (IMD) and sisters flew to Arizona for some sightseeing; GRACE WARD (Receiving Inspection), from a base in Sister Bay, enjoyed five days in Door County.

PARKER  
PEN

# SHOPTALKER

3 October 1977

for  
Parker Pen  
Employees

Issue 853

General Chairman of the Parker United Way campaign, ROBERT FANELLA (Vice President/Research), having attended the annual kick-off dinner which initiates the annual drive for funds, reported that "Parker's 1976 goal of \$20,700 was exceeded, thanks to the generosity of employees who contributed. This same enthusiasm to help is needed this year with a new total of 22 agencies requiring our assistance." Fanella indicated internal solicitation will get underway on Monday, October 10.

On Monday of last week, North Rock County UW president ALFRED DIOTTE (Executive Vice President/Administration) teamed up with Vern Vollrath of GMAD to explain the organization's operation and goals in a half-hour program over WCLO. Questions called in by the listening audience were fielded by the two following the introductory portion of the program.

A seminar dealing with stress was attended on September 24 by RUTH HANTKE (IMD), MARION HILL and MARGARET POWERS (Personnel), VIOLET JASENSKY (Executive), MARION SCHUMACHER (DMD) and HARRIETTE WECKERLY (Labor Relations). Held at Devil's Head Lodge, Merrimac, the seminar was the first to be held in Wisconsin for holders of the Certified Professional Secretary rating.

Recent promotions involved MARJORIE ADAMSON (Financial) who became an Intermediate Clerk in the Research Division's Product Engineering Department, reporting to FRANK MEINHARDT (Director of Product Engineering); MICHELLE LIPPINCOTT (Financial), who in an intra-division move now reports to ROBERT MC LAUGHLIN (Manager, Order Processing and Data Collection) as Data Collector Clerk; LINDA VODA (Financial) to Transcriber in the Domestic Marketing Division's Sales Correspondence Department where she reports to IRENE KLEINSMITH (Supervisor, Sales Correspondence).

BRENDA WASHINGTON and ELLEN WIEDENHOEFT began work in the Financial Division's Mail Center on September 26 and October 3, respectively. Both report to JACK BIDDICK (Manager, Credits, Insurance and Office Services). SUSAN PAPE also began work here on September 26 as a File Clerk in the Financial Division. She will report to ANNE NAESER (Supervisor, Record Center, Archives and Microfilm).

Advice from teacher to first grader: "If you don't learn to write your name, you'll have to pay cash for everything when you grow up!"

## PEOPLE TALK

Friday will be the last work day at Parker for CAROLINE LARSEN (Shipping) who will take voluntary early retirement beginning October 31. She has been with the company 42 years and eight months.

Service awards during September went to GEORGE PARKER who received his 25-year pin; to JEAN DULLER (Financial), who received her 30-year pin; and to CHARLES COLLINS (Manufacturing), DONALD CORKHILL (Ball Point), CLARENCE ELLIS (Screw Machines), RALPH GOWER (Final), ROBERT JOHNSON (Screw Machines), JOHN NEUMUELLER (Manufacturing), STANLEY ROEHL (Ball Point) and WILLIAM SALZMANN (Molding), all of whom received 35-year pins.



PARKER  
PEN

# SHOP TALKER

7 October 1977

for  
Parker Pen  
Employees

SPECIAL ISSUE

Issue 854

A Parker goal of \$23,000 has been announced by ROBERT FANELLA (Vice President/Research), General Chairman of the United Way drive for funds which will take place at Arrow Park and Court Street within the next few days. That amount must be met, he said, to support the 22 North Rock County agencies served by the organization. Assisting Fanella with the program are:

Solicitations Chairman .....	<u>HANK SCHLICHTING</u>	
Publicity Chairman .....	<u>RICH ROBERTS</u>	Assistant .... <u>ROBERT KURANZ</u>
Materials Chairman .....	<u>CATHERINE FLYNN</u>	
Training Chairman .....	<u>RAY LAWTON</u>	
Report Audit Chairman .....	<u>JACK BIDDICK</u>	Assistant .... <u>ROGER REETZ</u>
Court Street Solicitations ...	<u>TOM MACK</u>	
Arrow Park Solicitations .....	<u>IVARS PETROVSKIS</u>	

<u>Court Street Area</u>	<u>Captain</u>	<u>Solicitors</u>
Financial	<u>DENNIS PELZMAN</u>	<u>JACK JACKSON, GERALD SOMMERFELDT, CONNIE BENT</u>
Third Floor	<u>JERRY GOODMAN</u>	<u>NORM AULABAUGH, DOUG CHRISTENSEN, ROZELLEN ENTRESS, MARGARET OSMOND, DENNIS HOPPER, BOB MC LAUGHLIN, SHIRLEY STORCK</u>
North American Area	<u>JIM MC CARTHY</u>	<u>BUD BOWEN, JOHN MACK, DARLENE EICHER, IRENE KLEINSMITH, DIANE LOWE, MICHAEL MUELLER, DONNA PHILLIPS, DAVE GRIFFITHS, RUTH TOOK</u>
Research	<u>FORREST BECK</u>	<u>FRANK BERNARD, CAROLE FIBROW, WAYNE FULLER, DOROTHY HANSON, FRANK HILL, BARRY JONES, HARLEY JUNG, ANNE POPP, ELIZABETH RICHTER, CLEM SONNTAG, GEORGE TUCKER, JOHN PIEKARSKI</u>
Corporate Officers	<u>DOUG SOAT</u>	<u>DOUG SOAT</u>
International Marketing	<u>BILL NODINE</u>	<u>VIVIAN SLOGGY, BEV NELSON, STEVEN MALM, DONNA NOWICKI, JUDITH JONES</u>
Other	<u>GEORGE ROHRBACHER</u>	<u>LA VERNE HOLMES, BARB RICHTER, ANNE NAESER, PATTY NANSTAD, HOWARD HERRIO, HELEN WELLNITZ</u>

<u>Area</u>	<u>Captain(s)</u>	<u>Solicitors</u>
Toolroom, Maintenance and Drafting	<u>ROBERT WEPKING</u>	<u>OLAF HELGESTAD, MELVIN MC CANN, BILL FANNING</u>
Plastics, Automatics, and Molding	<u>JANE MUELLER</u>	1st Shift, <u>MAURICE CASHORE, MILLIE EVERSO</u> 2nd Shift, <u>JUDY KOBERNICK, JONATHAN OLSON, BETTY HODGES</u>
Gold Nib, Ball Point and Systemark	<u>SANDY WEBER and PAT KLATT</u>	1st Shift, <u>LINDA ANDERSON, HONARAE THOMPSON, CAROL YOUTZY, JUDY FANNING, BETTY MILLER, JUDY PALMER, BARB POFAHL, DIANE KEMNITZ, RAE RITA ZUVON JUDY RICHARDS, RUTH BILZ, SUE KRAFT, JE SCHUMACHER, ROSE ROEHL, CAROL LATHRC</u>  2nd and 3rd Shifts, <u>SALLY BOATNER, BETTY LEIS, CLARICE RUDSER, JONEEN HARRIMAN, LINDA BORNBACH, LINDA KORBAN, BONNI HILLER, BONNIE GILBERT</u>
Final Assembly	<u>COLLEEN ADAMANY and MILLIE SMITH</u>	1st Shift, <u>TRUDY WADE, CAS SALAS, MARLEN GERONIMI, MARY ROGNHOLT, MARY JO PELZMAN, JUDI SIMON, VI ENKE, LORRAIN DRACE, ROBBIE ISABEL, BOB MANTHEI, BARB PHILLIPS, MELDA NEGUS, MARY LOU FENSK SANDRA WENSTROM, MARY KAAS</u>  2nd and 3rd Shifts, <u>KATHY CRUSE, LYNNET FALDET, DIANE DAVIS, LINDA NABER, CELIA KOEBERL</u>
Metals	<u>BOB BELLRICHARD</u>	1st Shift, <u>BEVERLY FRITZ, RUTH HANLEY, SANDY GUENTHER, JANET BELDEN; 2nd and 3rd Shifts, THERESA STAVN, ROVERA SCHIELDT, JEFFERY BERRA</u>
Shipping/Receiving, Warehouse, Drivers	<u>WILLIAM KLATT</u>	<u>JACKIE LARINE, BETTY MC CALL, JANETTE ROWLAND, GRACE WARD</u>
Utilities and Security	<u>KAREN PREGONT</u>	<u>BILL COYLE</u>
Service	<u>ROMAIN BRUNETT</u>	<u>ROMAIN BRUNETT</u>
Salaried and Non-Exempt B	<u>MARY ANN JAEDIKE</u>	<u>TOM HAMILTON, PEGGY HELWIG, WAYNE HOLMAN, HARRY HULICK, DAN PIEHL, THELMA MANCHESTER</u>
Non-Exempt A	<u>JOANN SCHMITZ</u>	<u>SHERRI SOLINSKY, PAT VENABLE</u>

PARKER  
PEN

# SHOPTALKER

10 October 1977  
for  
Parker Pen  
Employees

Issue 855

Record consolidated sales and earnings for Parker's second quarter and first six months of the fiscal year were announced last Thursday. In releasing the information, GEORGE PARKER and BILL SWANSON said that writing instrument sales generally are ahead of last year, as are forecasts, and that another record year for the company is anticipated.

For the quarter: Sales increased 10.9 per cent from \$93,340,000 a year ago to \$103,513,000; earnings rose 32.1 per cent from \$3,190,000 to \$4,213,000; net earnings per share increased from \$.41 to \$.54. For the first six months: Sales increased 15.9 per cent from \$170,192,000 to \$197,249,000; earnings rose 53.8 per cent from \$5,287,000 to \$8,131,000; net earnings per share increased from \$.68 to \$1.03.

Included were Manpower sales and earnings, the former up 19 per cent for the quarter and 16.1 per cent for the half-year, the latter up 77.5 per cent for the quarter and 57.8 per cent mid-point in the fiscal year.

Approximately 300 Arrow Park employees and invited guests attended the Annual Scanlon Evening Meeting held last Wednesday in the Arrow Park cafeteria. A "punch hour" preceded brief remarks by JAMES HULL (Director of Manufacturing), who welcomed the group; PHILIP HULL (Vice President/Manufacturing and Facilities); MILLIE SMITH (Final Assembly), representing URW Local #663; JOE REILLY (Toolroom), of IAM Local #1266; BILL SWANSON (President); and Fred Lesieur, Scanlon consultant. A committee headed by HARRIETTE WECKERLY (Industrial Relations Assistant) handled arrangements for the event.

The Scanlon Plan, a common sharing between management and employees of problems, goals and ideas, is now in its 24th year at Parker. It is implemented through departmental production committees and an overall screening committee.

"The Psychology of Bottom Line Marketing" was the subject of an address given by DAVE GRIFFITHS (Senior Market Manager) before the Akron, Ohio chapter of the American Marketing Association when it met there on October 5. In his remarks, Griffiths traced Parker's growth, emphasizing the correlation between marketing objectives and The Bottom Line -- Profits.

DEANNA MC CULLICK today joined the Financial Division's Machine Service Department. She reports to JACK BIDDICK (Manager, Credits, Insurance and Office Services).

Are you ready for this? As the average person goes through his daily routine, he reads an average of 20,000 written words, hears 11,000 words on the radio, and receives an additional 10,000 words plus visuals from television. It all adds up to an astonishing 41,000 words a day which must be processed. Much of this is new knowledge.

## PEOPLE TALK

Overlooked last week was the service anniversary of DON STAALAND (Planning and Control). He

PARKER  
PEN

# SHOP TALKER

17 October 1977

for  
Parker Pen  
Employees

Issue 856

Reciprocating a Manpower/Executive visit to Janesville which took place several months ago, Parker management members traveled to Milwaukee on October 12 for a first-hand look at the international headquarters of Manpower, the world's largest temporary help service which became a majority-owned Parker subsidiary early in 1976. Actually located in the suburb of Glendale, Manpower's home office consists of a 54,000 sq. ft. one-story building on an eight-acre site. From the headquarters location, some 300 people deal with the expansion and contraction of workforces throughout the world.

MITCHELL FROMSTEIN (President/Manpower) welcomed the Parker group following a tour of the facilities. An operations briefing by Manpower management and staff executives concluded the visit.

North American Area marketing personnel met recently to begin development of U.S. and Canadian marketing plans for the next fiscal year. Held at Wildwood Lodge near Lake Delton, the high intensity workshop was initiated in 1971 by WILLIAM JUDD (Marketing Planning Manager); it has since become an annual event. The workshop was chaired this year by DAVE GRIFFITHS (Senior Market Manager).

Other Wildwood participants included WILLI SIEBERGER (Vice President/North American Area), HOWARD EGLI (Parker/Canada), RUSS FRENCH (Premium Marketing Manager), MICHAEL MUELLER (Sales Administration and Services Manager), DICK ROGERS (Account Manager/Houston), BILL NODINE (IMD Marketing Planning Manager), PHIL RITZ (Northern Division Manager), and Robert Hielscher of JWT, Parker's ad agency for North America.

Two promotions within the Purchasing Department became effective today when DEBRA HOLMAN assumed a Junior Stenographic position, and her former position as Intermediate Clerk was filled by CATHERINE CHRISTIANSON. Both report to BRUCE HUBBELL (Purchasing Director). Also effective October 17, JO ANN BRUEGGER has been promoted to Sales Correspondent in the North American division. She will continue to report to IRENE KLEINSMITH (Sales Correspondence Supervisor).

Effective Monday, September 19, STEVE STRELCHECK (Creative Design Manager/Panoramic Packaging Division) became General Superintendent of Panoramic's Packaging Division, with responsibility for all production, shipping and receiving operations. The announcement was made recently by HENRY PRUST (Vice President/Panoramic).

From a 12-year-old Los Angeles boy comes this testimonial: "I have one of your Parker pens. I have dropped the pen, lost the pen (but found it), and I have even smashed the pen, but it still writes and has only a few minor scratches on it. So, I'd just like to say thank you for making such a sturdy and beautiful pen. P. S. I forgot to mention, my dog has chewed on the pen several times."

Parker Penettes are now conducting tours through Arrow Park smartly attired in their official '77 outfits consisting of a parchment plaid blazer, matching vest, and cream-colored slacks. A blouse, also cream, completes the ensemble.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

24 October 1977

Issue 857

Incoming orders in August were the largest for any month since May 1974, according to JOHN GEARY (National Sales Manager), who said the total of August orders came to nearly \$3,000,000. He added that incoming orders in September exceeded forecast, and that both incoming orders and shipments are expected to hold strong through October.

Geary indicated that, at press time, orders had been received for all 8,000 boxed and carded Christmas displays, more than one-quarter of the entire Swinger forecast, in excess of 2,000 Jewel Case displays with Classic merchandise, the entire Queen Elizabeth allocation, a third of a million dollars in Systemark, and more than a quarter of a million dollars in 180 merchandise.

Indications are that the current Christmas sales program has found high acceptance with U.S. retailers, and that writing instruments will be popular gift items this year.

DAVID BAUM (Assistant to the President) has been appointed to the newly-created position of Controller-North American Operations. In making the joint announcement, CLARENCE SCHAEFER (Vice President/Finance) and BILL SWANSON said the appointment reflects a gradual evolution in distinguishing between operating units and corporate function as Parker continues to grow and mature.

A visitor here on October 17 was Mr. Len Heimowitz of the International Trade Commission, which has the governmental responsibility for periodically surveying U. S. industries and writing summary reports on specific sectors. ROGER AXTELL (Vice President/International Marketing), who set up the day's agenda, indicated that the last survey on the U. S. writing instrument industry was produced in 1968. The reports are used by the government in determining trade and tariff practices and policies.

Several Duofold pens and pencils, all in excellent condition, have been contributed to Parker Archives by EILEEN MC CARTHY (Retired), a former employe of the department. According to ANNE NAESER (Supervisor, Record Center, Archives and Microfilm), one of the items is a Lady Duofold which replaced an identical but incomplete model on file. The others will be incorporated into the department "duplicate file." Items from the latter may be withdrawn temporarily for display, photography, or other uses calling for a vintage writing instrument.

## PEOPLE TALK

MARY SLEIN (Plant Facilities) was named "1977 Parker Sportsman of the Year" at the annual Montor Cup Presentation Dinner which took place Saturday night at the Ramada Inn. Prior to the presentation, HANK SCHLICHTING (Executive) traced Parker Athletic Association history since it was incorporated in 1948, pointing out that 9,000 hours of recreational activity were sponsored this past year. Slein's name will be engraved on the Montor Cup, which has been presented each year since 1955.

JUNE LOERTSCHER (Gold Nib), who at the present time is teaching two students to read, has embarked on a tutor training program with the Janesville Literacy Council. Upon completion of several 15-hour workshops, she will be certified to train tutors for the volunteer program which assists adults



# SHOPTALKER

31 October 1977

for  
Parker Pen  
Employees

Issue 858

Manpower's latest public service employment report indicates that the U. S. hiring outlook is optimistic for the final three months of 1977. According to findings derived from approximately 5,000 large employers distributed among 10 industry sectors and some 150 U. S. cities, no slowdown is anticipated, and hiring will continue at a healthy pace during the final quarter of the year.

In commenting on the quarterly sampling of American employers, MITCHELL FROMSTEIN (President/Manpower) said, "Strong employment trends in the last nine months have been accurately predicted by Manpower, Inc. While the current survey reflects optimistic employment intentions for the next 90 days, some of these projections may change unexpectedly."

An article authored by ED LITTLE (Promotional Materials Manager) appeared in the summer issue of Popai News, published by the Point-of-Purchase Advertising Institute. Entitled, "Parker Displays: Putting Their Best Pens Forward," the piece points out that Parker displays are an important part of the total media mix to attract shoppers and reinforce brand image. It also details the criteria a Parker display must meet before it appears on the retail counter.

REED TAYLOR (Sales Development Manager) has been promoted to the new position of Product Manager for the International Marketing Division. The promotion was effective October 11, according to PAUL CULP (Director of International Marketing) who made the announcement.

ISABEL GONZALEZ on October 14 began work as a Lab Technician in the Manufacturing Division. She reports to KEN ROACH (Quality Control Foreman) in the Quality Control Lab.

With a small number of contributions still expected to come in, Parker's 1977 United Way campaign fund now stands at \$21,673.76 according to General Chairman ROBERT FANELLA (Vice President/Research) who in behalf of his committee expressed thanks to Parker employes for their generosity. While the amount pledged is approximately \$1,000 short of the projected goal, it represents a small increase over 1976 contributions.

Again this year, University of Wisconsin half-time broadcasts should be of special interest to Parker people. Concluding the customary VIP interview, the network presents a Swinger ball pen as a memento of participation in the show. Both recipient and listening audience get a 15-second description of the brand-new product "just introduced in America by Parker."

An important facet of doing business was covered by JIM MC CARTHY (Market Research Manager) when he spoke on "Marketing Segmentation and Research" before the Craig High School sales and marketing class taught by Mr. Tom Wisotzke. The presentation, which took place on October 20, included audio/visual material, and concluded with a question-and-answer period.

## PEOPLE TALK

A 30-year service pin was received during October by MARGARET POWERS (Personnel). Thirty-five year pins went to CLARENCE AUSTIN and VIOLET BEHL (Shipping), GEORGE COURTNEY (Planning and Control), EDWARD HOFFMAN (Engineering), KENNETH LOHRY (Quality Control), DONALD

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

7 November 1977

Issue 859

Parker Account Managers are now providing dealers with decals which may be applied to cash register fronts, showcase tops, pegboard sections, or anywhere else which might serve as a reminder to clerk and customer that Systemark refills are versatile. The "secret" passed along via the sticker is that, in addition to the product for which they were designed, Systemark refills can be used as well in all Parker 45 and 75 soft tip pens, and Big Red soft tip and ball pens.

According to GENE SMITH (Market Manager), refill sales should climb as a result of this disclosure. Also included on the sticker is information on point size and type, and choice of ink colors.

Beginning today, the Parker Pen Credit Union will transact business at 1101 North Parker Drive. BILL PEMBER (Manager) said the organization's Board of Directors is confident the almost 3,000 members of the Credit Union will find service from the new location better than ever. He indicated plans for a grand opening celebration are underway for the modern 3,400 square foot facility which includes a drive-up window, off-street parking and a large lobby area.

New at Arrow Park are CYNTHIA SIMPSON who on November 1 became a Technician in the Manufacturing Division's Quality Control Lab, reporting to KEN ROACH (Quality Control Foreman), and LAURI DAVIS who today became secretary to RAY SPAULDING (Manager, Arrow Park Manufacturing Operations) and ROY SWANSON (Manufacturing Division Controller). In a promotion effective November 1, MARY BUNDERSON (Intermediate Clerk) became a Product Engineering Lab Technician in the Research Division. She continues to report to FRANK MEINHARDT (Director of Product Engineering).

Named for its size and the color of its wax coating, a cheddar called "Big Red" was noted in a current Swiss Colony catalog by JO ANN BRUEGGER (Sales Correspondence). The hefty cheese has been added to the growing list of other Parker sound-alikes -- a snow plow, chewing gum, kangaroo, soft drink, football team(s), sleeping bag, and wild boar mascot.

## PEOPLE TALK

JOHN EMRICK (President/Norm Thompson) has the distinction of conducting business from a rare "Wooten Patent Desk," so-called because it was invented and patented by W. S. Wooten of Indianapolis in 1974. In addition to the usual doors, drawers and pigeonholes, the three-piece unit sports its own letter slot and a 40-unit filing section. The elaborate Victorian desk, which was designed to serve as a complete office, is Emrick's personal property.

Parker people drawn for jury duty in Rock County Courts include PHILIP KEEGAN (Test Run) and MERRITT HARPER (Metals) who on October 1 began serving on the Branch 2 panel, and DEAN CAMPBELL (Plastics) who began service on the Branch 4 panel. Serving on the Fall Circuit Court panel is EUGENE NELSON (Financial).

PARKER  
PEN

# SHOPTALKER

14 November 1977

for  
Parker Pen  
Employees

Issue 860

Observations drawn from a recent national opinion poll of some 2,500 U. S. consumers indicate that attitudes on consumer issues have changed over the past ten years. Consumers today tend to believe that the quality of products has worsened, products do not last as long, it is more difficult to get things repaired, and that in general the consumer is ripped off in the marketplace.

In direct contrast are these facts about Parker writing instruments: The company has a better product for price today than ten years ago; quality is better, technology has improved; permanence, not obsolescence has been and will continue to be built into any product bearing the Parker brand name; repair service is as good as ever; and the consumer, as always, gets his money's worth.

A stationery buyer from Montgomery Ward's Chicago headquarters and representatives of Writing Sales, the Milwaukee-based distributor which handles Parker sales to MW, met in Janesville last week for a plant tour and planning meeting. The visit was arranged by BAYARD RENNINGER (Manager, Distributor Sales), who said discussions centered around current, upcoming and long-range programs, and the merchandising of mid-line products.

During the 1977 Christmas season, the giant retailer will participate in Parker's "People Power" program, and in January/February it will follow up with a display drive and promotional effort.

MARSHA IRHKE (Lab Technician) last Friday transferred from Quality Control, Manufacturing Division, to the Premium Marketing Division. In her position as Premium Order Processor, she will report to RUSS FRENCH (Premium Marketing Manager).

Beginning today, there will be a "new voice" on the Parker Switchboard. It belongs to CAROL ARNESON who will report to MYRTLE TROSTEM (Supervisor, Telephone Wire Communications and Office Equipment).

When during the Jubilee year Queen Elizabeth and Prince Philip sign visitors' books, civic leaders arranging the event can't just whip out a ballpoint pen from a waistcoat pocket at the appropriate moment. Required for the occasion is a specially-made Parker pen which may be purchased by the sponsoring group at a cost of £96.40, roughly \$175 in U.S. currency. Having paid for the special pen, the sponsors presumably can do whatever they wish with it.

## PEOPLE TALK

Fitting the description of Peripatetic Parker People are ANN CONNOR (Sales Correspondence) who returned last week from a vacation in Puerto Rico; JEAN MOSHER (Financial) who when in Germany recently participated in Munich's famous "Oktoberfest, visited a nephew in Augsburg, and spent some time in Austria; and JANE BATTERMAN (Research) who at this writing is touring the Holy Land and other areas of the Mid-East.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

21 November 1977

Issue 861

"Parker ... a company on the move!" was the theme for North American area sales meetings held last week at four U. S. sites. Headed by WILLI SIEBERGER (Vice President/North American Writing Instrument Group), and JOHN GEARY (National Sales Manager), the Janesville traveling team consecutively presented upcoming programs to the field sales force in Washington, D.C., Atlanta, Chicago and Denver. In each case, AM's were reminded that momentum generated by record sales over the past months must be maintained to keep Parker on the move.

Summing up the sales picture, BILL JUDD (Marketing Planning Manager) said: "Christmas will be good and 1978 will be a year of solid economic growth -- no boom, but solid! The economic support is there for Parker to keep the momentum going."

BAYARD RENNINGER and MIKE MUELLER also were members of the Janesville traveling team.

Last minute contributions brought Parker's 1977 United Way campaign fund to its original goal of \$23,000 according to General Chairman ROBERT FANELLA. "It was," he said, "a significant achievement by employees, and I am happy to announce that our efforts in behalf of 22 very worthy North Rock County agencies reached a successful conclusion."

HERBERT HUEBNER today assumed the position of Personnel Manager, with responsibilities in the areas of position classification, benefits administration, recruitment and Equal Employment Opportunity. Previously with Marine Corporation, Milwaukee, he will report to D. M. SOAT (Manager, Employee Development and Personnel Administration).

DONNA PHILLIPS (Creative Services) has been promoted to the position of Secretary to RICHARD HOLZNECHT (Vice President/Corporate Relations), Executive Division. Within the Domestic Marketing Division, JANE FAGER (Promotional Materials) has been promoted to the position of Secretary to MATT GREEN (Creative Services Manager).

Until the practice was abandoned in 1975, the San Diego Chargers used handwriting analysis to help make college draft choices. During the period graphology was used as a tool in making the decisions, a University of California psychiatrist and his assistant studied the handwriting of prospective professional football players for signs of toughness, including anger, assertiveness, strength and aggression.

## PEOPLE TALK

During American Education Week just past, a Parker advertisement created by Kelli Renninger, 10-year-old daughter of BAYARD RENNINGER (North American Marketing), appeared in the Janesville Gazette. Kelli's ad was one of 800 submitted in connection with the newspaper's unique "AD-Ventures" project begun several months ago through the local school system. Kelli, a fourth-grade student at Harrison Elementary, gave an unusual twist to her ad when she described Parker



PARKER  
PEN

# SHOPTALKER

for  
28 November 1977 Parker Pen  
Employees

Issue 862

A comprehensive story on Parker which appeared in the November 25 edition of The Wall Street Journal included background on the Manpower acquisition, the effect of the acquisition on consolidated sales and earnings, the "financial fit" of Parker/Manpower internationally, and fiscal year-end predictions for both operations. In commenting on the Manpower purchase, the WSJ stated:

"With one fell swoop, Parker Pen doubled its sales, injected a 50%-plus growth rate into its earnings stream, and became the world leader in the temporary help business, matching its longstanding preeminence as the world's largest maker of writing instruments."

Stressing the importance of maintaining momentum, WILLI SIEBERGER (Vice President/North American Writing Instrument Group) at recent Winter Sales Meetings commended the field force for efforts which have had Arrow Park running "flat out" in an attempt to keep up with orders written during August, September and October.

Parker has done well in every section of the country, it was noted, and all products have registered important gains. AM's learned demand for the QE pen far exceeded supply, Place Vendome allotments sold fast, sales of the Classic topped last year by 50 percent, the 45 Flighter and Jotter hit new peaks, Systemark sales tripled over those of a year ago, the new Swinger is exciting and Big Red continues to be a favorite.

AM's also learned the "Show Off Dispenser" has been improved with the addition of a writing area and three test pens, the "People Power" program has been simplified, and that 60 Parker ads have been scheduled during the Christmas buying season.

For submitting a true story of the sea, or by completing a six-question quiz, 44 lucky Britons recently became the proud owner of a Parker QE pen. The contests, sponsored by Parker/England and implemented through provincial newspapers, resulted in reams of publicity for the pen as it went on the market throughout the British Isles.

Part of the proceeds from the sale of the 1,500 QE pens allocated to the United Kingdom will go to the Royal National Lifeboat Institution. At a later date, Her Majesty Queen Elizabeth and the Queen Mother will each receive one of the limited edition pens.

Members of the Parker Pen Credit Union are invited to take a few minutes on Sunday, December 4, to tour the organization's new facility at 1101 North Parker Drive. Grand opening hours extend from 1 p.m. until 3:30 p.m., and refreshments will be served. In addition, members will be eligible for door prizes, including a color TV.

## PEOPLE TALK

A 30-year Service pin went in November to IRENE SYMONS (Industrial Relations), while JANE DOERING (Service), MERRITTE HARPER (Metals) and DAVID SELGREN (Metals) all received 35-year pins.



PARKER  
PEN

# SHOPTALKER

5 December 1977

for  
Parker Pen  
Employees

Issue 863

The Parker Pen Company has agreed to purchase the downtown property occupied by the Colvin Baking Company, and owned by its parent company, the G. Heileman Brewing Company. Possession is planned for early 1978 when Colvin will be moving to a new distribution facility to be located on Highway 14 north of Janesville.

Occupied by the baking company for 70 years, the Colvin building provides approximately 17,000 sq. ft. of space on a land area of 18,900 sq. ft. It was indicated that the building is "conveniently located near Parker's downtown general offices, and will be used initially for storage." Plans for ultimate use of the space have not been determined, but Parker officials indicate that it provides opportunity for an expanded support facility, such as parking and storage, as the need arises.

Some 2,000 different parts and assemblies stocked by Parker's Service Department are proof positive that the company services what it sells. Although most repairs are handled through satellite offices in New York City and Kansas City, the Janesville operation is maintained for the convenience of walk-in customers and to centralize the repair of older models where inventories of replacement parts are extremely low.

"A writing instrument," according to BOB JONES (Service Manager), "is a very personal possession, often with deep sentimental attachment. Whatever the age or condition, however, we make every effort to restore original function and appearance." He added that Parker's own facilities are augmented by approximately 70 independently-owned service stations, located in most major U. S. cities, which repair all makes of writing instruments.

MARY PAKES rejoined the Financial Division's Order Processing and Data Collection department on November 29. A Dealer Accounts Clerk, she reports to ROBERT MC LAUGHLIN (Manager, Order Processing and Data Collection).

A Zodiac version of the Slinger has just been introduced by Parker/England, and the new models are selling well during the Christmas buying period. Customers may pick a Pisces for a March-birthday friend, or a Libra for a love who was born in October. Whatever the birth sign needed, one to a pen is printed in white on the black cap.

"My pen is to me what its beak is to a hen," the late Prof. J. R. R. Tolkien is reputed to have said. While his strange, imaginative books have gained world renown, it is not generally known that his pen also doodled and drew. Tolkien's painstaking, engraving-like drawings exhibited recently in London provided a glimpse of an unfamiliar and unexpected side of the creator of "The Hobbit."

## PEOPLE TALK

It was elbow-to-elbow Saturday night at the "Hoffman House" when some 392 Parker office employees and guests ushered in the Christmas season with a buffet dinner. Each received as a memento of the occasion a Garrick wine glass etched with the traditional tree and year. Co-chairing the event were GERALD HEROLD (Research) and LA VERNE HOLMES (Financial), while duties of the emcee were

PARKER  
PEN

# SHOPTALKER

12 December 1977

for  
Parker Pen  
Employees

Issue 864

"Pens and people. At Parker Pen Company, that combination is adding up to an eighth straight gain in revenues and profits in the fiscal year ending February 28, 1978. Further progress is likely next year as well."

An article appearing in the December 5 issue of Barron's drew for readers a picture of Parker growth past and present, and predicted a good year beyond record-setting Fiscal '78. Although summed up nicely in the initial paragraph quoted above, the article provided additional detail on Parker's corporate structure, its sales and earnings record, selected operating results, the Manpower contribution, and other information readers of the reputable financial publication would find of interest.

It noted also that Parker is reaping benefits from the successful introduction of Systemark, in early stages of its distribution cycle, and the Parker 180 which was designed originally for the Far East market.

WIMA's board of directors has amended the association's official nomenclature for ball pens to add a category called "roller pen", thus differentiating between ball pens using thick ink and the new type which uses a low viscosity ink. FORREST BECK (Director of Technical Services), who has been active on the committee for nomenclature, said WIMA will begin using the newly-selected term for statistical surveys, press releases, government data, etc., but that member companies wishing to advertise a product by another name may do so. A case in point, he said, would be Parker's use of the term, "Floating Ball."

Still on the subject of nomenclature, combined Parker U.S./Canadian marketing operations are now being referred to as the "North American Area," with NAA as the acronym. Within the United States "U. S. Retail" has replaced Domestic Marketing, and "U. S. Premium" has replaced Premium Marketing. Canadian equivalents are "Canada Retail" and "Canada Premium." According to WILLI SIEBERGER (Vice President/North American Writing Instrument Group), the new designations provide consistency in terminology for individual operations within the area.

HENRY SCHLICHTING (Corporate Development Manager) has assumed new duties as Administrative Manager-Writing Instrument Group, a function which reports to BILL SWANSON (President). In addition to responsibilities in the corporate development area, Schlichting will coordinate planning efforts of the Writing Instrument Group and will serve as liaison between writing instrument area operations and corporate staff activities. The appointment was effective December 1.

RICH ROBERTS (Process Development Engineer) spoke on December 6 to the University of Wisconsin student chapter of the American Society for Metals. His subject, "The Metallurgy of Pen Making," covered metal fabrication methods and material requirements.

T. S. Girvin of Bainbridge Island, Washington, has gained fame of a sort by producing calligraphic doodles to music. According to Girvin, alphabets are rhythmic weavings and he uses them to uncover new letterform gestures for creative penmanship. "Calligraphy," says Girvin, "is the vital dance of the pen."

PARKER  
PEN

# SHOPTALKER

19 December 1977

for  
Parker Pen  
Employees

Issue 865

"All Santa suits come in size 54 and cost \$300 apiece; the wig and beard run another \$50," according to STAN SOLOMON (Manpower) who since November has flown across the U. S. twice giving an intensive one-day course to 300 Santas for 100 department stores and shopping malls in eight cities. Solomon has, in fact, written a "Santa Training Manual" which contains strict guidelines and lots of advice. For instance, Santas are warned against smoking, eating garlic or drinking at least three hours before going to work, and told not to "Ho, ho, ho" because today's TV generation associates that laugh with the Jolly Green Giant.

Solomon's Santas range in age from 18 to 80, and he has trained Mexican-Americans, Orientals, Indians, etc. "Half of what a little kid sees is already in his mind," he believes. "When you're on the job, you're not playing Santa Claus; you are Santa Claus."

CONSTANCE ANZOLA on December 13 joined the International Marketing Division as a Bilingual Secretary. She reports to LUIS MACHUCA (Latin America Region Sales Manager).

An unusual plea for assistance received here recently has interesting overtones. According to ROGER AXTELL (Vice President/International Marketing), a company in India wrote, introducing itself as a manufacturer of writing instruments based on Parker designs. The models found ready acceptance, the Indian company said, but it felt quality could be improved and, therefore, they would like to send samples to Parker for testing. Anonymous the company shall remain, but it is significant to note that its corporate name was appropriated from still another well-known American company.

More than 25 years ago, The Parker Pen Company offered to assist counterfeiters to make an honest product of their own. There were no takers.

On writing and writers: Some 30,000 Christmas cards which will be mailed by President and Mrs. Carter feature a pen and sepia ink drawing of the White House. ... An expert with the U. S. Treasury Department, testifying in the Howard Hughes case, claims that ink used to write the so-called Mormon will came from a Paper-Mate ballpoint pen being manufactured during the time the document was dated. ... A New York autograph dealer has purchased a hand-written letter from Richard Nixon for \$6,250, the highest price ever paid for a letter written by a person still living. ... For a fee, Robert Walker of Salt Lake City will write a love note, a "Dear John" letter, a proposal of marriage, or anything else the client wants to say but just doesn't know how.

\* \* \*

HAPPY HOLIDAYS TO PARKER EMPLOYEES EVERYWHERE

  
President

  
Chairman